■ Whether you now use a computer or are considering one, highly skilled planning is needed to make sure your investment shows an early profit.

■ In recent years all too many firms have had to start from scratch, and learn by experience what they can and cannot do with computers. In the process there have been many million-dollar boners.

■ Fortunately, there is now a large body of experience available—and reported in our new COMPUTER APPLICATIONS SERVICE. This valuable service helps you to avoid financially risky trial-and-error, and profit by the experience of others who had to cope with problems similar to your own.

■ Let us send you COMPUTER APPLICATIONS SERVICE for free examination. Without the slightest cost, you can learn the practical details of more than 120 computer systems. In each case you get the whole story—everything you need to guide your own planning. You learn the exact situation which made an installation necessary—the factors which dictated the choice of model—and the planning which went into deciding which problems would be handled, and how.

■ Over 120 authorities—from IBM, GE, Teleregister, from government agencies, banks, utilities and many other manufacturing and service firms—give you candid reports on their computer applications. Their reports cover 54 different models of all major suppliers. You learn how each came to be selected, what hardware and software were installed, how well the system is living up to expectations.

■ Hundreds of photographs, drawings, flow charts, configuration tables and actual forms enable you to grasp all the essentials with a minimum of actual reading time.

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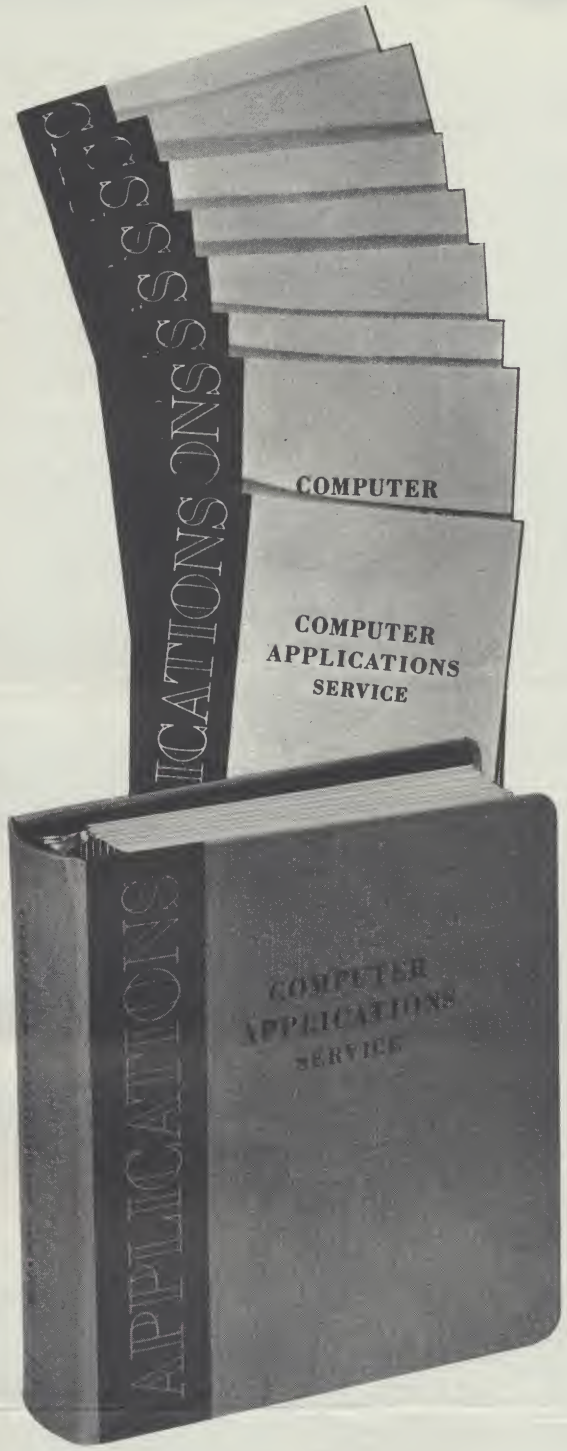

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